



2021 ANNUAL REPORT

MemoryCare

The SECU Center for MemoryCare
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Nationally Recognized Pioneers in Dementia Care
Supporting Families Since 2000



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“The care we receive from MemoryCare is exceptional. I have never felt so completely supported by an organization. If there was a way to “clone” the organization and take it to every community in the world, I would do it in a heartbeat.”

MemoryCare Caregiver, 2021

2021 MemoryCare Director's Perspective

“Thank you, thank you, thank you! I am so grateful for the warmth and kindness we receive at every visit and in-between. Thank you for always being available when I have questions or concerns... thank you for being here.”

As MemoryCare's executive director over the past 12 years, I've been humbled many times by comments like this one we recently received from a caregiver and know what a privilege it is for us to be here. When MemoryCare started in 2000, it was unclear if we would survive but between the profound need in WNC for dementia care that includes family and generous support from our community, we are here providing *the best possible dementia care* and will be here as long as the need remains.

Through the pandemic, our care teams are seeing families in-person or via tele-visits, and our virtual educational program has grown to include 11 counties not previously reached. In 2021, our clinical program served 1,080 people living with dementia and 3,456 of their caregivers, and our educational programs reached over 1,500 people with information about dementia and caregiving. Families express both appreciation and relief for their access to the guidance our teams offer them for their journey with dementia and, I speak for us all in saying how grateful we are to be here!



2021 was a busy year with development of a tele-health protocol using MemoryCare's unique model of care and successful completion of our virtual education pilot. I'm proud to share that the virtual education program was presented at the annual meeting of the American Geriatrics Society and received the "Presidential Award for Best Abstract in Geriatric Education." This year we welcomed nurse practitioner, Kellie Kendall, who will coordinate our home care program, and our electronic newsletter was sent to nearly 4,000 caregivers.

We are grateful for operational support received in 2021 from Buncombe County, Pisgah Health Foundation, the WNC Bridge Foundation, and the United Way of Asheville Buncombe County for service to low-income families. Forty percent of those served in 2021 were low-income by Federal Poverty Standards and in need of care. And, as in prior years, *100% of our staff, board of directors and volunteers gave this year in support of our operations* for which I am deeply grateful. Such commitment is phenomenal and speaks to the dedication of our team.

In the coming year, through a grant from the WNC Bridge Foundation, MemoryCare is partnering with the Asheville Buncombe Institute for Parity Achievement and the Shiloh Community Association to pilot a Foot Care Clinic for underserved individuals in Buncombe County with focus on healthy aging and mobility. We hope to expand our virtual education program to more rural areas of Western North Carolina so we can reach more in need of information about dementia and caregiving. In our 22 years of service, *MemoryCare has provided over \$12 million in charitable care and reached over 70,000 people in Western North Carolina with care and education.*

It is through the generosity of individuals, grants, and foundations that we serve families with "warmth and kindness" and, *with excellent, best-practice dementia care.* We are dedicated to being here and providing the best care possible for all with need in the face of this truly challenging disease.

I am pleased to share this report of our 2021 activities and appreciate your interest in our work.

With all my best,

Virginia Templeton, MD
Executive Director, MemoryCare



VISION

MemoryCare will be a model program that provides expert guidance for caregivers and comprehensive treatment for people living with dementia.

MISSION

MemoryCare is a non-profit organization whose mission is to provide specialized medical care to older adults with cognitive impairment; to support caregivers with education, counseling, and improved access to services; and to provide community education.

VALUES

❖ EXCELLENCE

Maintain the highest quality in clinical, supportive, and educational services.

❖ COMPASSION

Provide a safe, caring environment that demonstrates respect for all individuals.

❖ COLLABORATION

Work with patients, caregivers, staff, and other organizations to enhance services and share knowledge.

❖ INTEGRITY

Act at the highest level of ethical behavior, fiscal responsibility, fairness and accountability.

❖ SUSTAINABILITY

Ensure that our services remain available to the region as an independent, non-profit organization and a well-established model for others to follow.



2021 BOARD OF DIRECTORS

| Board Members | Officer and/or Committee | Primary professional or community affiliation |
|-------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------|
| Rebekah Lowe, CLC PCC | Board President/ Executive/ Development/ Finance/ Governance | FizzyWork Executive Coaching |
| Andrew Atherton, Esq | Board Vice President/ Executive/ Finance/ Governance | Attorney at Law, McGuire, Wood and Bissette PA |
| Sok Heang Cheng, CPA, ABV, CFF, CVA | Board Treasurer/ Executive/ Finance (chair) | Shareholder, Johnson Price Sprinkle PA |
| Becky Anderson | Development/ Governance | Becky Anderson Consulting, Inc, Givens Resident |
| Georgia Crump, LPN, GRN | Personnel (chair) | Geriatric Resource Nurse, NC Veterans Home |
| Ryan Harman | Finance | Financial Advisor, Edward Jones |
| Nancy Lauffer | Development | VP of Operations, Astral |
| Carol Lawrence | Development (chair) | Community Volunteer |
| Janet Moore | Development | Community Volunteer |
| Claire Smith | Development | Community Volunteer |
| Virginia Templeton, MD | Executive/ Development/ Finance/ Personnel | Executive Director, MemoryCare staff physician |
| Margaret Noel, MD Ex-Officio board member (nonvoting) | Finance/ Governance/ Personnel | Founder, MemoryCare staff physician |

Non-board, community members who served on committees in 2021: Mark Bailey (Development), Suzi Berl (Development), Mary Donnelly (Network representative for Development), Jerry De Land (Finance), Eleanor Owen (Finance), and Pam Turner (Finance). We gratefully acknowledge their time and assistance.

MEMORYCARE 2021 PROGRAM SUMMARY

Who Are We?

- ❖ MemoryCare is an independent, community-based, charitable organization established in June of 2000 in Western North Carolina. We serve adults with cognitive impairment and their families with a model that *integrates* education and support of caregivers with medical care of those with dementia. Our services include:
 - Accurate diagnosis (through cognitive testing and focused physical examination)
 - Caregiver training, counseling, and support
 - Disease planning (respite and in-home care options, long-term care planning, prompting to address necessary financial/legal issues and safety issues unique to the disease)
 - Behavioral management
 - Coordination of services provided by other agencies
 - Prescriptions for dementia-related medications
 - Help filing for assistance for low-income families
 - Assistance with end of life decision making/advance directives
 - Provision of written care plan to families in coordination with primary care physicians
 - Guided introduction to our lending library of caregiver resource materials
 - Education on aging issues to the community and dementia-specific training for health care professionals
 - Home visitation program in Buncombe County for clinical assessment when needed
- ❖ Our clinical, care management and educational services are provided by a team of seven physicians, one nurse practitioner, one registered nurse, and four social workers. We have sixteen full-time and six part-time staff members.
- ❖ A dedicated Board of Directors comprised of community volunteers governs MemoryCare.
- ❖ To reach more rural areas, MemoryCare has a satellite in Waynesville serving Haywood & counties farther west.
- ❖ To address our waiting list for enrollment, MemoryCare expanded services in 2002, 2006, 2008, 2012, 2015, 2018, and 2020 and established a home visit program in Buncombe County.
- ❖ In 2020-2021, with support of The Duke Endowment, The Cannon Foundation, Dogwood Trust (Leverage Fund), and generous donors, we implemented a virtual education program and added a new care team.
- ❖ We offer a Caregiver Consultation for caregivers who need resources prior to (or instead of) enrollment.
- ❖ MemoryCare's model of care incorporates best practice guidelines outlined by The Alzheimer's Study Group, National Alzheimer's Plan, and a DHHS review of dementia programs and Medicare's Dementia Quality Measures.
- ❖ We are a non-profit, charitable organization because of the limited reimbursement available for comprehensive dementia care *and* to ensure that all with need have access to our program.
 - It costs on average \$1,868 per family per year for the comprehensive care MemoryCare provides.
 - On average, half of MemoryCare's annual income is from charitable funds through grants, donations, and investment income. *Per independent audit (2020), 89 cents of every dollar raised goes directly to services.*
 - In addition to charitable funds, our program has income from patient insurance reimbursement and a cost-sharing caregiver fee from enrolled families that is waived for those unable to afford it.
 - In 2021, *twenty five percent* of caregiver fees were waived due to an inability to pay the cost.
 - MemoryCare would not exist without the generous support of individuals, foundations, and community agencies who have supported our program over the years.

Who Do We Serve?

- ❖ In 2021, we served 1,080 people living with dementia and 3,456 of their caregivers through our clinical program.
- ❖ Individuals with dementia seen in our clinical program ranged from 51 to 99 years of age with average age of 80.
- ❖ 53% of enrolled families came from Buncombe County with the remainder from 17 other counties in WNC (45%) and from out of state (2%).
- ❖ 53% of MemoryCare's primary caregivers have a spousal relationship, 38% are children of the person living with dementia, 6% are other family, 2% have a non-familial relationship, and 1% are paid caregivers.
- ❖ 92% of the people with dementia seen by MemoryCare teams are living in their homes, 6% in assisted living facilities and 2% in skilled nursing facilities.
- ❖ 40% of our patients are considered low income by HHS Poverty Guidelines.
- ❖ 6.2% of MemoryCare clients are from the Givens Communities.
- ❖ Professional education is provided to medical students, physicians in training, geriatric and hospice fellows, nursing, social work, dental and other students. We also provide training for dementia care specialists.
- ❖ MemoryCare facilitated 152 presentations, one virtual caregiver education conference, and reached 1,554 individuals (plus Facebook and radio audiences) with dementia-related education.

Why Are We Needed?

- ❖ *Dementia is common:* 1 in 9 people 65 and older in the USA has Alzheimer's or other type of dementia, and 1 in 3 seniors dies with Alzheimer's or another dementia (Alzheimer's Association, 2021 Facts and Figures).
- ❖ *There is no cure for the disease:* Intensive research continues but until there is a cure, families need expert guidance and support such as MemoryCare offers to manage the disease as well as possible.
- ❖ *Age is the number one risk factor for dementia:* Our WNC community is older than the rest of the state and country. Of the 19 counties in NC served by MemoryCare in 2021, on average 23.7% of the population is age 65 and older compared to 16.7% in the rest of the state (U.S. Census Bureau, V2021).
- ❖ *Traditional medical models are not equipped to manage the challenges of dementia:* 87% of primary care physicians expect an increase in people living with dementia over the next 5 years and half say the medical profession is not prepared to meet this demand (Alzheimer's Association, 2020 Facts and Figures).
- ❖ *MemoryCare is a model program for dementia care:* Our work is a testament to the possibility of including family and providing best practice care for those with dementia in spite of limited insurance reimbursement.
- ❖ *Dementia is a chronic, progressive illness that can take years to progress:* Studies consistently show that active management of the disease with routine engagement of caregivers such as MemoryCare provides can improve quality of life through all stages of the disease both for the person living with dementia and their caregivers.
- ❖ *Dementia is the costliest of diseases of aging:* In 2021, the cost of caring for those with dementia in the US was estimated at \$355 billion (Alzheimer's Association, 2021 Facts and Figures).
- ❖ *MemoryCare helps save healthcare costs:* MemoryCare offers an affordable alternative for the medical care of those living with dementia that saves healthcare dollars by facilitating accurate diagnosis and by educating families about potential safety risks and appropriate utilization of the acute care system. Early and *accurate* diagnosis could save \$7 trillion in medical and care costs nationally (Alzheimer's Association, 2021 Facts and Figures).

Who Are Our Supporters?

- ❖ *100% of MemoryCare's staff, Board of Directors and volunteers give in support of our program.*
- ❖ The majority of donors have been touched by MemoryCare services.
- ❖ Givens Estates showed visionary leadership in 2000 in giving us a home to launch MemoryCare and for being a steadfast partner throughout the years. They generously provide an in-kind land lease for *The SECU Center for MemoryCare* and assistance with the cost of building maintenance.
- ❖ MemoryCare received significant grant assistance from the following foundations in the past three years: Members of the SECU Foundation, The Duke Endowment, The Dogwood Health Trust, WNC Bridge Foundation, Mission Health, People in Need grant from the Community Foundation of WNC, The Cannon Foundation, Deerfield Episcopal Retirement Community, the Buncombe County Aging Coordinating Consortium (BASA), and the United Way of Asheville and Buncombe County, alongside support from other smaller foundations, charitable trusts, corporations, and churches.
- ❖ Space for our Haywood County Satellite Clinic is provided by the Haywood County Senior Resource Center.
- ❖ In 2021, 39 peer caregiver support groups were held virtually, providing 65 individuals with support and education about dementia.
- ❖ In 2021, MemoryCare received charitable donations from 909 individuals, 6 foundations, and 33 community partners/sponsorships allowing MemoryCare to provide \$1,085,184 in charitable services that help ensure our program is accessible to all with need and that fees remain affordable.
- ❖ MemoryCare appreciates the dedicated volunteers who commit their time in support of our program.

Who Are Our Collaborators?

- ❖ MemoryCare enjoys collaborative partnerships with the Givens Communities and the Senior Resource Center of Haywood County.
- ❖ We provide education to healthcare professionals from a variety of disciplines and have collaborative agreements with Mountain Area Health Education Center and Western Carolina University.
- ❖ MemoryCare has strong working relationships with numerous other organizations serving the geriatric population in WNC including Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Black Mountain Neuro-Medical Treatment Center, adult day programs, local retirement communities, and the Alzheimer's Association.

“I cannot say enough about the level of care, compassion and expertise that your staff has for families affected by dementia.”

- MemoryCare caregiver



2021 Clinical Activity

Client Overview

Number of Patients Enrolled in MemoryCare in 2021: 1,080 (343 were new patient evaluations)

Gender of Patients: 61% female, 39% male

Mean Patient Age: 80 years; range 51-99

Patients Living in Home Setting: 92%

Number of Caregivers Enrolled in 2021: 3,456

Ratio of Active Caregivers to Active Patients: 3.2:1

Clinical Efficiency

Number hours filled with actual patients/hours available for appointments: 93.3%

Tele-visits: 7.8% (1% new and 9% follow-up visits were done via tele-platform this year due to Covid-19 pandemic)

Counties:

| | |
|--------------------|----------|
| Avery | (0.19%) |
| Buncombe | (52.96%) |
| Burke | (0.19%) |
| Caldwell | (0.19%) |
| Catawba | (0.46%) |
| Cherokee | (0.09%) |
| Clay | (0.09%) |
| Cleveland | (0.28%) |
| Graham | (0.09%) |
| Haywood | (8.98%) |
| Henderson | (13.43%) |
| Jackson | (3.43%) |
| Macon | (2.04%) |
| Madison | (3.43%) |
| McDowell | (1.20%) |
| Mecklenburg | (0.09%) |
| Mitchell | (0.37%) |
| Polk | (1.76%) |
| Rutherford | (1.02%) |
| Swain | (1.11%) |
| Transylvania | (4.81%) |
| Yancey | (1.76%) |
| Other county in NC | (0.09%) |
| Out of State: | (1.94%) |

Givens Residents: 6.2%

Income Levels:

40% of MemoryCare families are considered low income by Federal Poverty Standards

Medicaid: 1.5%

Enrollment Information

Fee waivers: 20% of caregiver fees were fully or partially waived in 2021.

Transition to Inactive Status: 303 (28.1%) of enrolled families chose to go inactive during 2021

Reasons provided for going Inactive:

- Stable: 54
- Facility Placement: 44
- Moved out of area: 25
- Not able to transport: 5
- Patient refusal to return: 21
- Patient declining/Family coping: 24
- Hospice Enrollment: 14
- PACE Enrollment: 4
- Death: 88
- Transition to other provider: 4
- Unable to meet expectations: 0
- No response to letter/calls: 17
- Other: 3

Virtual Education

Caregiver College

Number of 6-week sessions: 4 (24 modules)

Number attending course (live stream): 147

Number of participants *not* enrolled in MemoryCare: 70

Number of participants of online course (self-study): 69

Total number of Caregiver College participants in 2021: 216

Education Series (non-Caregiver College)

Number of courses: 10

Number attending: 713

MemoryCaregivers Network

All meetings were via Zoom platform due to Covid-19.

Total number of meetings held in 2021: 39 caregiver groups

Total number of caregivers attending two or more meetings in 2021: 65

Number of caregivers attending two or more meetings who are *not* enrolled at MemoryCare: 46

Average # of participants per meeting: 16.7 individuals per group (range 11-23)

Communications:

6 e-newsletters sent to 3,925 addresses

Geriatric Caregiver Consultation

Number of caregivers receiving service: 27

Volunteer Hours (by non-board members - volunteer participation limited by Covid-19)

6 volunteers provided 62.75 hours of service in 2021

- Administrative – 26.25 (41.8%)
- Development – 24.00 (38.2%)
- Events (virtual) – 3 (4.8%)
- Resource Center – 9.5 (15.1%)

Staff:

Physician: 5.3 fte of which 4.5 is clinical/program (0.2 to the Haywood County satellite, 0.4 to the home visit program, 0.2 to educational program, 0.8 to development/management)

RN Care Manager: 0.8

SW Care Manager: 3.7

Fundraising/Community Outreach: 1.6

Office Administrator: 0.9

Program Assistants/Scheduling: 1.9

Data Coordinator/Billing Assistant: 1

Network staff: 0.275



2021 Public Outreach and Education

Presentations:

Stelley Gutman, MD: “MemoryCare: The Need for Quality Dementia Care and its Value to the Community,” Alpha Delta Kappa virtual conference, 4/17/2021 (virtual attendance: 80); “Planning Ahead: A Practical Guide to Advance Care Planning and End of Life Decisions,” Stelley Gutman, MD, 6/10/2021 (attendance: 36).

Margaret Noel, MD: “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 3/24/2021 (virtual attendance: 40); “Impact of a Virtual Education Program upon Self-Efficacy, Confidence, and Burden among Caregivers of People with Dementia,” American Geriatrics Society Annual Meeting, Portland, OR, 5/13/2021 (virtual attendance: unknown); “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 6/23/2021 (virtual attendance: 30); “The Alzheimer’s Biomarker Revolution: How it Will Transform the Diagnosis and Management of Alzheimer’s Disease,” Jason Karlawish, MD, presented jointly with MAHEC, acted as moderator, 9/23/2021 (virtual attendance: 43); Discussion with Jason Karlawish, MD, author of *The Problem of Alzheimer’s*, acted as interviewer, 9/24/2021 (virtual attendance: 176); “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 10/6/2021 (virtual attendance: 42).

Virginia Templeton, MD: “How Memory Works,” Cheers Group – Mudd Creek Baptist Church, Hendersonville, 4/12/2021 (attendance: 14); “MemoryCare: How to Protect Your Memory,” Philanthropic Educational Organization, Asheville, 6/2/2021 (virtual attendance: 12); “About MemoryCare” presented with Janet Doyle, Local Focus - radio talk show at WTZQ, Hendersonville, 9/16/2021 (radio audience); “Proactive Steps to Protect My Memory,” Carolina Village, Hendersonville, 10/1/2021 (attendance: 90); “MemoryCare Dementia Education Program,” Family Nurse Practitioner students at Western Carolina University School of Nursing, 11/9/2021 (virtual attendance: 22).

Lindsey Kremer, MSW and Carly Woods, BSW: “MemoryCare and Caregiver Resources,” Asheville, MAHEC Pharmacy Residents, 3/3/2021 (attendance: 2); “Let’s Talk Caregiver Resources,” 6/24/2021 (virtual attendance: 18).

Mary Donnelly: A five-part series on dementia – “Understanding Brain Change” 3/15/2021, “Could This be Alzheimer’s? Recognizing Early Warning Signs of Dementia” 3/22/2021, “Diamonds to Pearls – Using the GEMS® to Identify the Progression of Dementia” 3/29/2021, “What about ME? Managing Caregiver Stress,” 4/5/2021, “Top Ten Caregiving Challenges,” 4/12/2021, Panorama Continuing Care Retirement Community, Lacey, WA, and MemoryCare (virtual attendance: 130); “Why Are My Keys in the Refrigerator?” Alpha Delta Kappa virtual conference, 4/17/2021 (virtual attendance: 80); “FAQ about MemoryCare,” Extension Homemakers, Buncombe County Extension Office, Asheville, 10/11/2021 (attendance: 6); “Diagnosis Dementia: Now What?” Altavista Wealth Management, 10/12/2021 (virtual attendance: 10); “Diagnosis Dementia: Now What?” Starks Financial Group, 10/28/2021 (virtual attendance: 12); “Learning to Dance with Dementia: A Two-Part Workshop to Build Caregiver Communication Skills,” 12/2/2021 and 12/9/2021 (virtual attendance: 96).

Janet Doyle: “About MemoryCare,” a video presentation (with Mary Donnelly) to Downtown Hendersonville’s Facebook page, 10/11/2021 (615 views).

Elizabeth Lackey: “Efficacy of a Virtually Facilitated Education Program for Caregivers of Persons with Dementia” a presentation to a Social Work class at Arizona State University, 3/31/2021 (virtual attendance: 40).

Caregiver College: Winter Session (Tele-education), Modules 1-6, Instructors: Stelley Gutman, MD, Lindsey Kremer, BSW, Caroline Knox, Esq.; Spring Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Mary Donnelly, Caroline Knox, Esq.; Summer Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Mary Donnelly, Caroline Knox, Esq.; Fall Session (Tele-education), Modules 1-6, Instructors: Stelley Gutman, MD, Mary Donnelly, Caroline Knox, Esq. Virtual Attendance – 147. Online version for self-study - 69 received access.

MemoryCare Caregiver Education Series (Virtual Events):

“Emotional Rescue for Caregivers: How to Handle the Challenges and Take Care of Yourself,” Kari Berit, 3/25/2021 (virtual attendance: 149); “Lifestyle Medicine for Brain Health,” Brian Asbill, MD, 6/3/2021 (virtual attendance: 140); “Planning Ahead: A Practical Guide to Advance Care Planning and End of Life Decisions,” Stelley Gutman, MD, 6/10/2021 (attendance: 36); “Restoring Balance when Dementia’s Symptoms Escalate,” Cloud Conrad, 6/17/2021 (virtual attendance: 34); “Let’s Talk Caregiver Resources,” Lindsey Kremer, MSW and Carly Woods, BSW, 6/24/2021 (virtual attendance: 18); Book Club: *My Dad My Dog* by Rebecca Warner, 9/9/2021 (virtual attendance: 7); “Community Resources for Caregivers” featuring Lisa Laney from Mountain Area Premier Care Navigation, Donna Nawrocki and Tiffani Goss from MountainCare, and Edward Jones and Nancy Hogan from Land of Sky, 9/16/2021 (virtual attendance: 14); “The Alzheimer’s Biomarker Revolution: How it Will Transform the Diagnosis and Management of Alzheimer’s Disease,” Jason Karlawish, MD, Margaret Noel, MD – moderator, presented jointly with MAHEC, 9/23/2021 (virtual attendance: 43); Discussion with Jason Karlawish, MD, author of *The Problem of Alzheimer’s*, Margaret Noel, MD - interviewer, 9/24/2021 (virtual attendance: 176); “Learning to Dance with Dementia: A Two-Part Workshop to Build Caregiver Communication Skills,” Mary Donnelly, 12/2/2021 and 12/9/2021 (virtual attendance: 96).

MemoryCare Adult Exercise Program (Virtual Events):

“Move for Memory,” Tiffany Salido, PT, DPT, CSPS, PhD, 1/4/2021 to 12/16/2021 – 95 occurrences on Mondays and Thursdays (attendance: 72 - 37 caregivers, 35 persons with cognitive impairment).

Programmatic Education:

Site visit from 4 staff members of Memory and Movement Charlotte, 6/30/2021.

Clinical Observation/Students:

KW, MD, MAHEC, 1/18/2021, 1/21/2021, 4/26/2021, 4/28-29/2021, 5/4/2021, 5/11-12/2021, 5/19/2021; CTV, MD, MAHEC, 3/4/2021, 3/26/2021; CB, Pharmacy Student at UHC Eshelman School of Pharmacy, 6/10/2021; JC, MD, MAHEC, 5/27/2021; TF, MD, PhD, Blue Ridge Community Health, 5/26/2021; AK, PharmD, CPP, MAHEC, 4/8/2021, 5/20/2021, 6/10/2021; AK, DO, MAHEC, 6/17/2021, 7/1/2021; KM, MD, MAHEC, 4/1/2021, 4/15/2021, 5/20/2021; AN, PharmD, MBA, MAHEC, 4/8/2021, 5/20/2021, 6/10/2021; SN, undergraduate student, NC State University, 6/23/2021, 7/8/2021, 7/13/2021, 8/9/2021; LP, 3rd year medical student, UNC School of Medicine - Asheville, 6/29/2021, 7/8/2021; JZ, Pharmacy Student at UHC Eshelman School of Pharmacy, 6/10/2021; JA, MD, MAHEC, 8/12/2021; EL, college graduate/prospective medical student, 9/15/2021, 9/20/2021, 10/28/2021; EW, PharmD, MAHEC, 9/16/2021, 10/21/2021, 11/18/2021, 12/16/2021; YO, PharmD, MAHEC 9/16/2021, 10/21/2021, 12/2/2021, 12/16/2021; KJ, PharmD, MAHEC, 9/21/2021; HD, DO, MAHEC, 11/9/2021; SS, MSPH, Food Justice Planning Initiative 12/10/2021.

152 presentations with 1,554 individuals reached *plus* Facebook and radio audiences

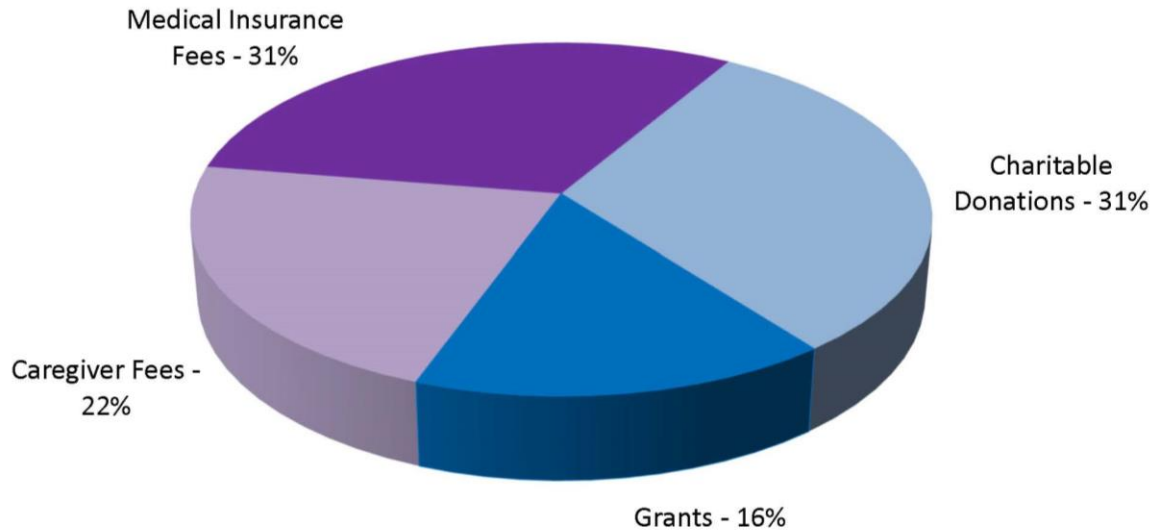
(Attendance and presentations are counted only once in shared presentations).

Comments from Participants of our Educational Series and Caregiver College:

- This class was PHENOMENAL!! Thank you. It gives me hope that it's not too late to positively impact my love one's quality of life.
- Excellent info on what to expect with my loved one's progression and introduction of resources to help me make sure they get the best care.
- This program and all that I have been involved with through MemoryCare have been EXCELLENT. THANK YOU.
- This has been a great program. I'm so glad that I could be part of it. I look forward to being able to talk to my loved one about how things are going with these words of wisdom from this course to guide us. Thank you.

MemoryCare 2021 Operating Income

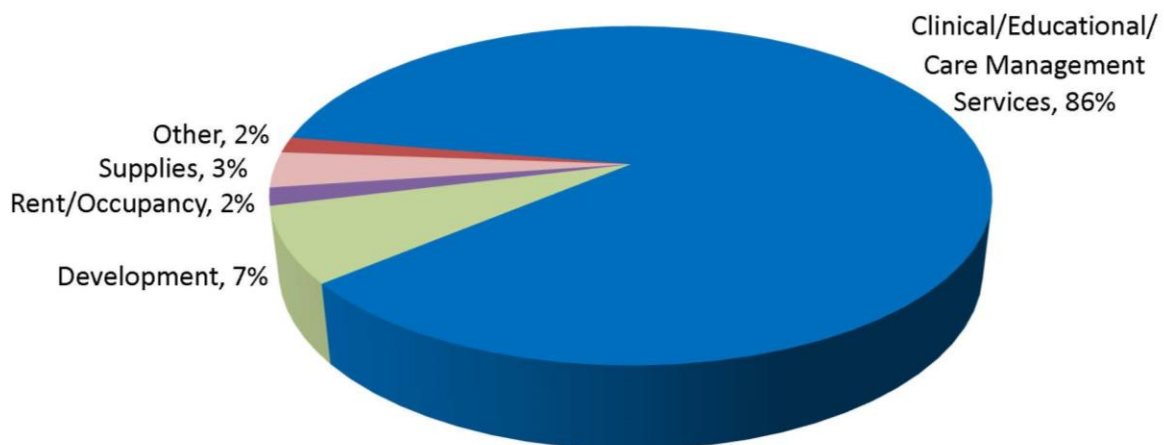
Total Operating Income: \$2,021,095*



* Includes \$18,211 in other income needed to cover costs- \$3,211 from HRSA and \$15,000 from donations.

MemoryCare 2021 Operating Expenses

Total Operating Expenses: \$2,017,343*



* amounts are based on *pre-audit*, modified cash basis



ACCOUNTABILITY STATEMENT

- MemoryCare is a 501(C)(3) non-profit, charitable corporation (Federal Tax ID: 56-2178294) governed by a board of directors who are members of our community.
- We are licensed by the state of North Carolina to do charitable solicitation.
- Since inception, the program has received significant grant support from The Duke Endowment, The Fullerton Foundation, The Community Foundation of Western North Carolina, The Janirve Foundation, The Kate B. Reynolds Charitable Trust, Members of the State Employees' Credit Union Foundation, Givens Estates, Deerfield Episcopal Retirement Community, The Community Foundation of Henderson County, The Cannon Foundation, Buncombe County via the Buncombe Aging Services Alliances (previously Aging County Consortium), Mission Health, United Way of Asheville and Buncombe County, Dogwood Health Trust (Leverage Trust), and WNC Bridge Foundation. We also received support from other smaller foundations, charitable trusts, corporations, and churches.
- In 2021, we received in-kind assistance with occupancy costs from the Givens Estates and the Haywood County Senior Resource Center.
- Givens Estates provides assistance with a long-term land lease for MemoryCare's building and financial assistance with building maintenance.
- MemoryCare completes a certified audit annually through an independent CPA Firm.
- MemoryCare works with community organizations (the Western North Carolina Chapter of the Alzheimer's Association, Asheville Buncombe Institute for Parity Achievement, Mountain Area Health Educational Center, Adult Day Care programs, Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Mission Health Partners, Shiloh Community Association, and other community programs) to provide education, avoid duplication of services and promote collaboration.
- MemoryCare's Board of Directors monitors service activity and financial statements on at least a quarterly basis and authorizes a yearly Caregiver Outcomes Survey.

**100% of MemoryCare's Board of Directors, staff and volunteers
give in support of the organization.**



Staff Directory 2021

Office phone: 828-771-2219; fax: 828-771-2634

Visit our website for additional information: www.memorycare.org
or send an email to: office@memorycare.org

MemoryCare Staff

Amy Cohen, MD, Staff Physician
cohen@memorycare.org

Kellie Dillingham, Scheduler
dillingham@memorycare.org

Janet Doyle, Director of Development
doyle@memorycare.org

Anne Gardner, Program Assistant
gardner@memorycare.org

Liz Grieco, Development Assistant
grieco@memorycare.org

Stelley Gutman, MD, Staff Physician
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